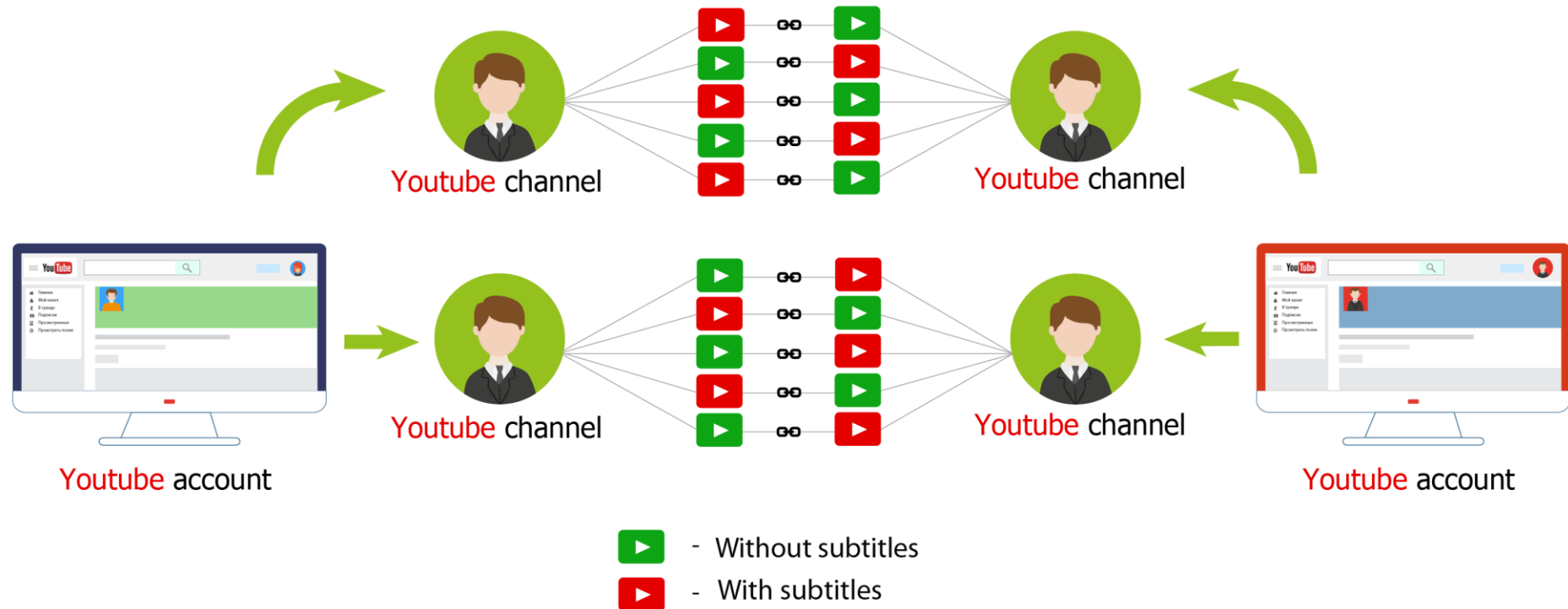


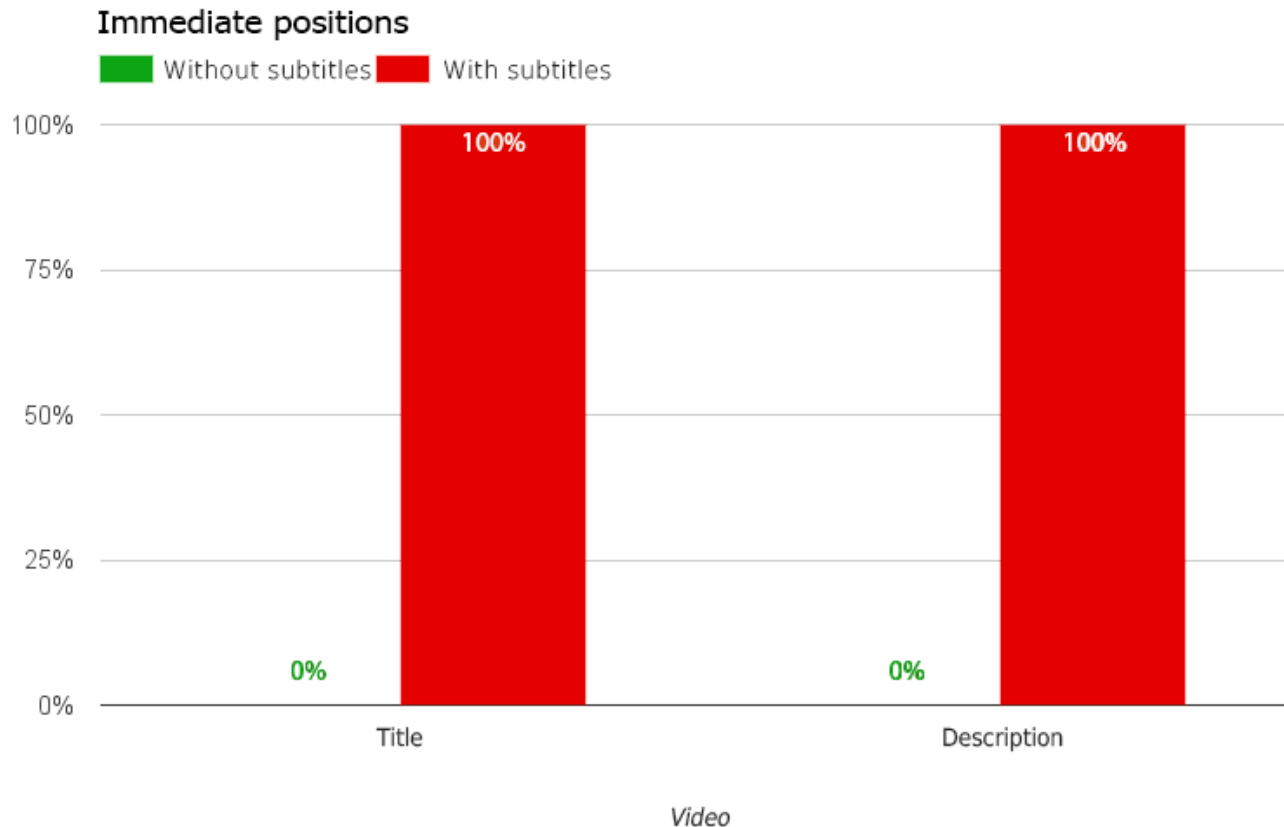


To help you promote YouTube channels, [SeeZisLab](#) Team carries out experiments in real practice to break or prove myths concerning channel promotion. This time, we have decided to check the theory that author subtitles influence the ranking of videos in YouTube search results. Some authors exert themselves and spend much time to make subtitles hoping that they will help the video to get better search results; others, on the contrary, ignore subtitles and think them just a waste of time. SeeZisLab Team have decided to check in practice: who's in the right.

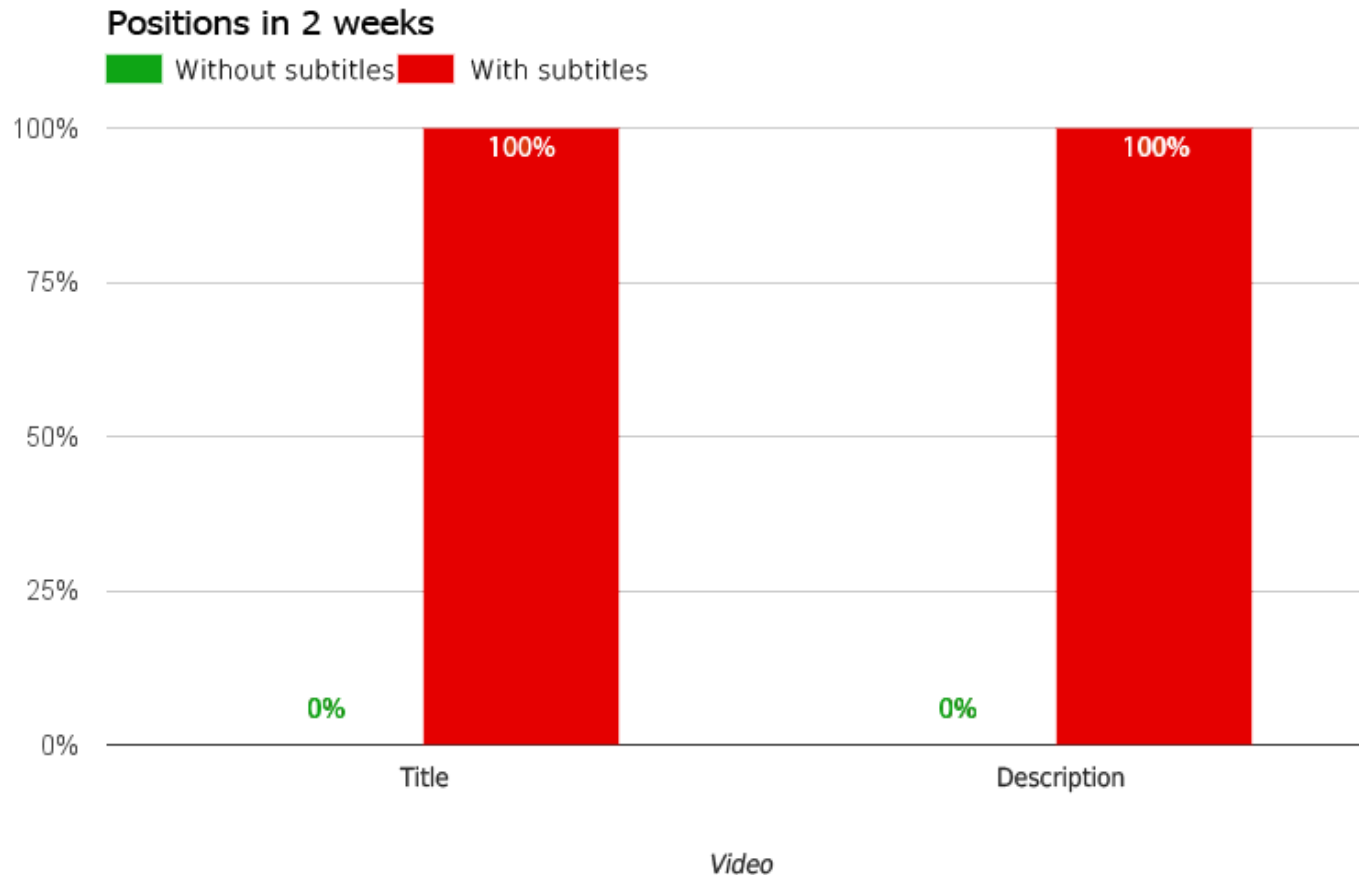
For experiment, we took two new virtual machines, concomitantly registered one YouTube account for each of them, and three channels were concomitantly created for each of these two accounts. In order to obtain more precise results, a total of 10 pairs of videos were created. In each pair, the files were identical as for their timing and bitrate; they were uploaded with the same tags, titles, and descriptions. Videos were alike, but at the same time unique. Videos were uploaded simultaneously, by pairs; in each pair one video had author subtitles, whereas the other didn't.



Immediately after uploading, files' rates were taken in Youtube search results as for title and description. Paired videos were located in Youtube search results one after another, inseparably. In order to construct graphs, we did as follows: those videos that had higher positions compared to the other video of their pair were given 1 point, the lower ones - 0 points. In the result it can be seen that all videos with author subtitles had an advantage in search results when compared to those without subtitles.



The experiment was carried out for two weeks. We analyzed positions of videos in search results on a daily basis. In two weeks after uploading the situation did not change: author subtitles still provided the videos with higher positions.



So, the experiment carried out by SeeZisLab Team has demonstrated that given the same characteristics, videos with author subtitles will have an advantage over those that do not have them. Thus, it is beyond argument that subtitling is worth the time spent on it, but at the same time you should not overload them with key words. Remember, that subtitles have been developed for people with reduced capabilities. According to the WHO, about 5 % of world population have hearing disorders, and they can be your audience.

If you have any further questions or remarks concerning the experiments carried out, SeeZisLab Team will be happy to answer them.